

# San Diego Outlook

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New Car  
Dealers Association  
San Diego County

Covering the San Diego County automotive market

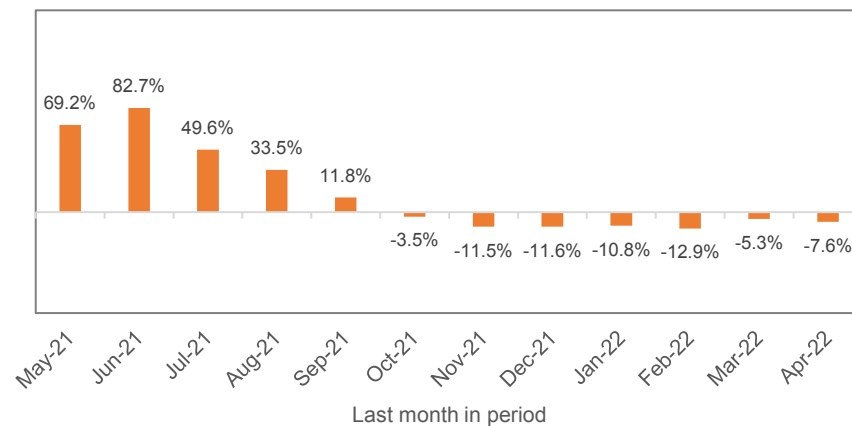
Data thru April 2022

## San Diego County New Retail Car and Light Truck Registrations

	Most Recent Two Months			YTD thru April			YTD Market Share		
	3/21 & 4/21	3/22 & 4/22	% change	2021	2022	% change	2021	2022	change
Industry Total	25,855	22,849	-11.6%	47,501	42,901	-9.7%	29.8	28.8	-1.0
Cars	7,686	6,333	-17.6%	14,145	12,341	-12.8%	29.8	28.8	-1.0
Light Trucks	18,169	16,516	-9.1%	33,356	30,560	-8.4%	70.2	71.2	1.0

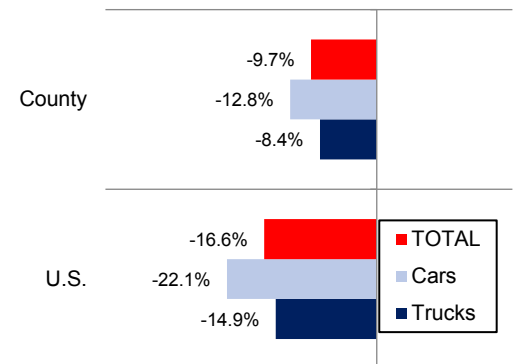
Data Source: AutoCount data from Experian.

### Percent Change in Three Month Moving Average of New Retail Registrations versus Same Period Year Earlier



The graph above shows the year-over-year percent change in the three month moving average of new vehicle registrations. The three month moving average is less erratic than monthly registrations, which can fluctuate due to occasional title processing delays by governmental agencies. Data Source: AutoCount data from Experian.

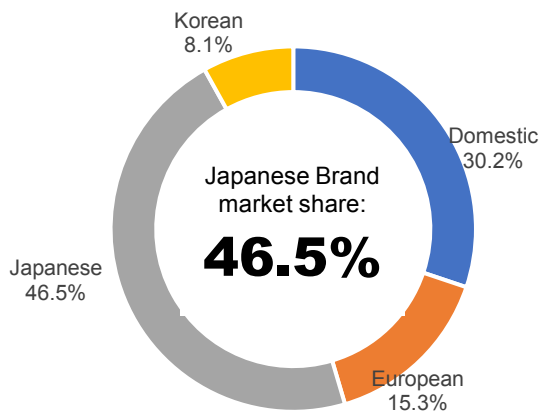
### Percent Change in County and U.S. New Retail Light Vehicle Markets YTD '22 thru Apr. vs. Year Earlier



The graph above compares the change in new retail car and light truck registrations in both the county and U.S. markets. U.S. figures were estimated by Auto Outlook. Data Source: AutoCount data from Experian.

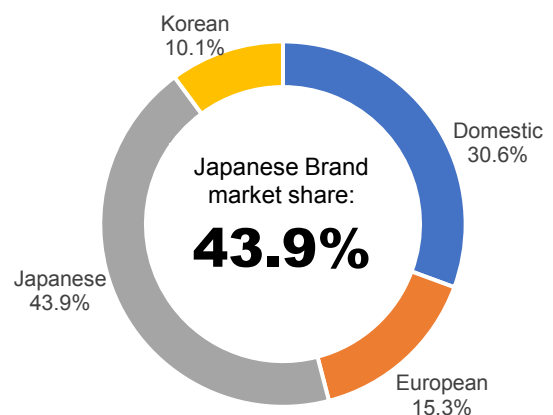
### San Diego County Market Shares

YTD '21 thru Apr.



### San Diego County Market Shares

YTD '22 thru Apr.



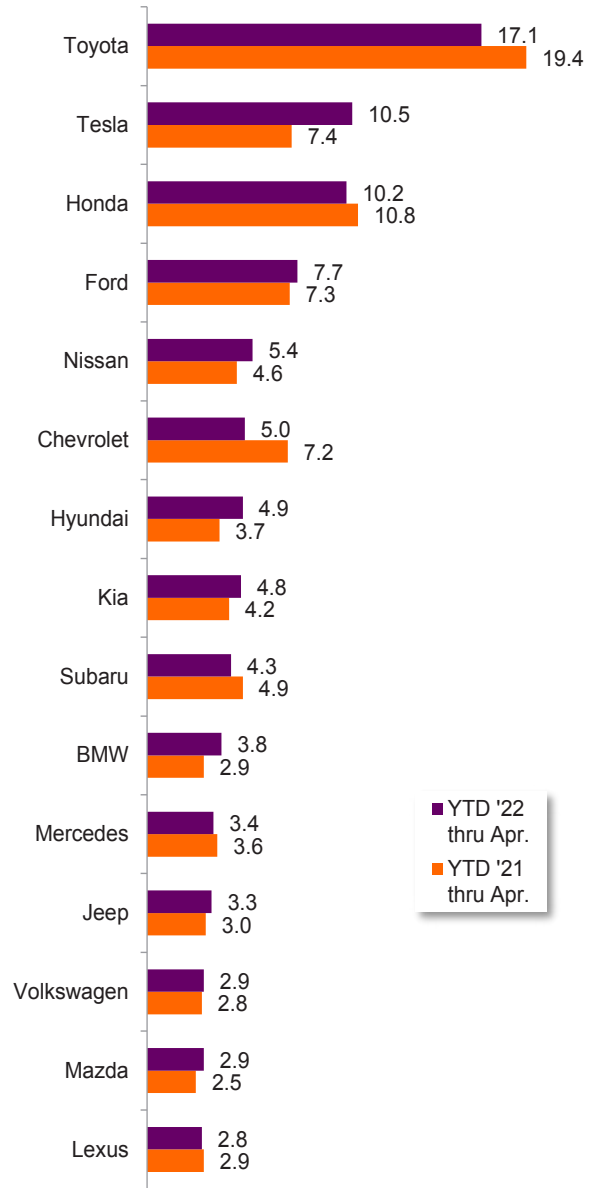
## Data Information

Data presented in Auto Outlook measures new retail vehicle registrations in San Diego County. Monthly recording of registrations occurs when vehicle title information is processed, which may differ from date of sale. Title recording can occasionally be subject to processing delays by governmental agencies. For this reason, the year-to-date figures will typically be more reflective of market results.

San Diego County					
New Retail Light Vehicle Registrations					
	Registrations			Market share	
	YTD '21 thru Apr.	YTD '22 thru Apr.	% change	YTD '21 thru Apr.	YTD '22 thru Apr.
Acura	412	328	-20%	0.9%	0.8%
Alfa Romeo	64	31	-52%	0.1%	0.1%
Audi	1,019	725	-29%	2.1%	1.7%
BMW	1,357	1,649	22%	2.9%	3.8%
Buick	101	44	-56%	0.2%	0.1%
Cadillac	223	176	-21%	0.5%	0.4%
Chevrolet	3,407	2,133	-37%	7.2%	5.0%
Chrysler	159	84	-47%	0.3%	0.2%
Dodge	383	230	-40%	0.8%	0.5%
Ford	3,488	3,320	-5%	7.3%	7.7%
Genesis	102	158	55%	0.2%	0.4%
GMC	594	457	-23%	1.3%	1.1%
Honda	5,120	4,368	-15%	10.8%	10.2%
Hyundai	1,758	2,107	20%	3.7%	4.9%
Infiniti	198	122	-38%	0.4%	0.3%
Jaguar	88	55	-38%	0.2%	0.1%
Jeep	1,402	1,429	2%	3.0%	3.3%
Kia	1,977	2,076	5%	4.2%	4.8%
Land Rover	583	399	-32%	1.2%	0.9%
Lexus	1,379	1,196	-13%	2.9%	2.8%
Lincoln	165	95	-42%	0.3%	0.2%
Maserati	33	46	39%	0.1%	0.1%
Mazda	1,200	1,243	4%	2.5%	2.9%
Mercedes	1,714	1,468	-14%	3.6%	3.4%
MINI	103	166	61%	0.2%	0.4%
Mitsubishi	60	79	32%	0.1%	0.2%
Nissan	2,183	2,306	6%	4.6%	5.4%
Other	99	68	-31%	0.2%	0.2%
Porsche	428	361	-16%	0.9%	0.8%
Ram	897	684	-24%	1.9%	1.6%
Subaru	2,337	1,858	-20%	4.9%	4.3%
Tesla	3,505	4,484	28%	7.4%	10.5%
Toyota	9,195	7,347	-20%	19.4%	17.1%
Volkswagen	1,336	1,244	-7%	2.8%	2.9%
Volvo	432	365	-16%	0.9%	0.9%



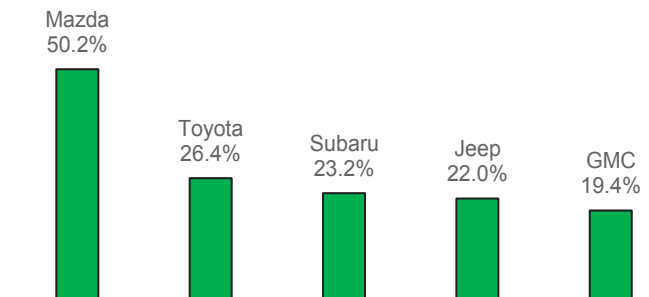
County Market Share for Top 15 Selling Brands YTD '22 thru Apr. vs. Year Earlier



Top ten ranked brands in each percent change category are shaded gray. Data Source: AutoCount data from Experian.



Brands On the Move  
Largest % increase in registrations during past 3 months (Feb '22 thru Apr '22) vs. preceding 3 months (Nov '21 thru Jan '22) Among top 20 selling brands



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